

# Katherine Keane

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## EDUCATION

- 8/09 - PRESENT **NEW YORK UNIVERSITY, TISCH SCHOOL OF THE ARTS, *New York, NY***
- Master of Professional Studies, Interactive Telecommunications (ITP), expected graduation 05/2011
- 8/00 - 5/04 **UNIVERSITY OF NOTRE DAME, *Notre Dame, IN***
- Bachelor of Arts, English, May 2004
  - Bachelor of Arts, Graphic Design, May 2004
  - Dean's Honor List, Spring 2002–Spring 2004

## EXPERIENCE

- 05/06 - 03/09 **TEXT 100 GLOBAL PUBLIC RELATIONS, *New York, NY***  
**Senior Account Executive**
- Collaborated with account teams to strengthen client brands through development and implementation of consumer and b2b public relations campaigns
  - Conceptualized, planned and managed projects including media events, press previews and product launches for Fujifilm FinePix and Lenovo Thinkpad/IdeaPad brands
  - Wrote PR plans, project proposals and press releases to deliver key messages that align with clients' business objectives
  - Advised technology clients on how to effectively participate in blogs and social media platforms
- 10/04 - 05/06 **GRIFFIN INTEGRATED COMMUNICATIONS, *New York, NY***  
**Account Coordinator**
- Served as primary client contact for Mitsubishi photo imaging and security imaging accounts
  - Wrote press releases and pitches, determined target media, secured press interest and liaised between clients and media
  - Secured coverage in consumer and industry publications for news announcements, feature stories and byline articles
  - Coordinated media events and press briefings; acted as primary liaison between clients and media at industry trade shows

## SKILLS

### SOFTWARE

Illustrator, InDesign, Photoshop, Dreamweaver, Flash, Final Cut Pro, After Effects, HTML, CSS, Arduino, Processing, Java for Android, Word, Excel, PowerPoint, Keynote

### LANGUAGES

Fluent in English, Irish (Gaelic); working knowledge of French, Italian, Spanish

### INTERESTS

Music, travel, wandering about, making soup, design, art, refinishing old furniture, technology